

JOB NO. 848 Number Store Interview Los Angeles Date April 1955

I'm from the research firm of Elmo Roper. We're doing a survey among cigarette smokers.

1. About how many cigarettes a day do you usually smoke? (1) 10-1 (ASK TO 10)

6 or less	10-1
7 - 15	2
16 - 25	3
26 - 35	4
36 - 45	5
46 - 55	6
56 or more	7
Don't know	8

(ASK 2.) What brand of cigarettes do you usually smoke?

2. a. Non-filters (ASK TO 10) 11-1

Camel	11-1
Chesterfield	2
Herbert Tareyton (non-filter)	3
Lucky Strike	4
Old Gold (non-filter)	5
Pall Mall	6
Philip Morris	7
Other (non-filter)	8
No regular brand	9

b. Filters

Herbert Tareyton (filter)	12-1
Kent	2
L & M	3
Marlboro	4
Old Gold (filter)	5
Parliament	6
Viceroy	7
Winston	8
Other (filter)	9
Filter but no regular brand	0

c. About how long have you been smoking (brand) regularly?

Less than 2 weeks	13-1
2 weeks - 1 month	2
1 1/2 - 2 1/2 months	3
2 1/2 - 4 1/2 months	4
4 1/2 months or more	5
Don't know	6

b. What brand did you smoke most often before (brand)?

Non-filters	14-1
Camel	14-1
Chesterfield	2
Herbert Tareyton (non-filter)	3
Lucky Strike	4
Old Gold (non-filter)	5
Pall Mall	6
Philip Morris	7
Other (non-filter)	8
No regular brand	9

Filters	15-1
Herbert Tareyton (filter)	15-1
Kent	2
L & M	3
Marlboro	4
Old Gold (filter)	5
Parliament	6
Viceroy	7
Winston	8
Other (filter)	9
None or don't know	0

3c. What other brands of filter tip cigarettes do you remember having smoked during the past six months or year? Any others?

Herbert Tareyton (filter)	16-1
Kent	2
L & M	3
Marlboro	4
Old Gold (filter)	5
Parliament	6
Viceroy	7
Winston	8
Other (filter)	9
None or don't know	0

d. Why do you smoke (brand in 2b) now rather than some other filter brand?

16-1. NON-FILTER CIGARETTES

16-2. NON-FILTER CIGARETTES

16-3. NON-FILTER CIGARETTES

16-4. NON-FILTER CIGARETTES

16-5. NON-FILTER CIGARETTES

16-6. NON-FILTER CIGARETTES

16-7. NON-FILTER CIGARETTES

16-8. NON-FILTER CIGARETTES

16-9. NON-FILTER CIGARETTES

16-10. NON-FILTER CIGARETTES

16-11. NON-FILTER CIGARETTES

16-12. NON-FILTER CIGARETTES

16-13. NON-FILTER CIGARETTES

16-14. NON-FILTER CIGARETTES

16-15. NON-FILTER CIGARETTES

16-16. NON-FILTER CIGARETTES

16-17. NON-FILTER CIGARETTES

16-18. NON-FILTER CIGARETTES

16-19. NON-FILTER CIGARETTES

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16-26. NON-FILTER CIGARETTES

16-27. NON-FILTER CIGARETTES

16-28. NON-FILTER CIGARETTES

16-29. NON-FILTER CIGARETTES

16-30. NON-FILTER CIGARETTES

16-31. NON-FILTER CIGARETTES

16-32. NON-FILTER CIGARETTES

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16-99. NON-FILTER CIGARETTES

16-100. NON-FILTER CIGARETTES

16-101. NON-FILTER CIGARETTES

16-102. NON-FILTER CIGARETTES

16-103. NON-FILTER CIGARETTES

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16-145. NON-FILTER CIGARETTES

16-146. NON-FILTER CIGARETTES</

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- 5a. Can you think of any filter tip cigarettes on the market that are fairly new--ones that have been on the market less than a year? Any others?
- 1-21. (refill) notv 3. (ASK b)
2. Herbert Tareyton... 21-1 XNK
3. Marlboro... 2
4. Old Gold... (ASK b)
5. Winston... 2
6. Other... (SKIP TO 6)
7. None or don't know... 6 (SKIP TO 6)
8. How many (each brand named) filter cigarettes, if any, have you smoked? (RECORD ABOVE)

IF WINSTON MENTIONED (QUESTIONS 2, 3b, 3c, 4b OR 5a) SKIP TO INSTRUCTION BEFORE QUESTION 7

IF WINSTON NOT MENTIONED AT ALL, ASK 6

- 6a. There's a new filter tip cigarette on the market called Winston. Have you heard of it by any chance?

Yes... 26-1 (ASK b)

No or don't know... 2 (SKIP TO INSTRUCTION BEFORE 7)

- b. Have you smoked any of them? (If "yes") About how many?

None at all	27-1
Less than one pack	2
1 to less than 3 packs	3
3 to less than 6 packs	4
6 or more packs	5
Don't know	6

IF MARLBORO MENTIONED (QUESTIONS 2, 3b, 3c, 4b OR 5a) SKIP TO 8

IF MARLBORO NOT MENTIONED AT ALL, ASK 7

- 7a. (A, Another) new filter cigarette on the market is the Marlboro filter tip. Have you heard of it by any chance?
- Yes... 28-1 (ASK b)
- No or don't know... 2 (SKIP TO 10)

- b. Have you smoked any of them? (If "yes") About how many?

None at all	29-1
Less than one pack	2
1 to less than 3 packs	3
3 to less than 6 packs	4
6 or more packs	5
Don't know	6

8. To your knowledge, do these new Marlboros sell for more than Winstons or Viceroy, the same, or less?

More expensive	30-1
Same price	2
Less	3
Don't know	4

	None	at all	Less than one pack					More than 5	Don't know
			1-2	3-5	6	7-10	11+		
	22-1		2	3	4	5	6		
	23-1		2	3	4	5	5		
	24-1		2	3	4	5	6		
	25-1		2	3	4	5	6		
								more than 6	
								none	

IF HAS TRIED MARLBORO BUT USUALLY SMOKES OTHER BRAND ASK 9; OTHERWISE, SKIP TO 10

9. After trying Marlboros, why was it you didn't continue to smoke them as your regular brand?

... (refill-mom) Not 110	31-
... 110M 110T	
... afraid getting	
... (refill-mom) 110C	31-
... afraid tasting oil	

... (refill) not tried	32-
... XNK	
... K	
... Don't know	32-Y

- 10a. Do you or any member of your family have a car?

Yes... 33-1 (ASK b)	
No... 2 (SKIP TO 11)	

- b. Did you buy it new or used? (Latest year model if has more than one)

New... 34-1	
Used... 2	
Don't know... 3	

11. What is the occupation of the head of the household?

... 35-	
... 36-	
(write in)	

NAME OF RESPONDENT _____

ADDRESS _____

PHONE _____

Sex _____ Economic level _____

Male 38-1	A.	39-1
Female 2	B.	2
	C.	3
	D.	4
	Not evident	5

Age _____ Type of store _____

35 or over 40-1	Grocery
Under 35. 2	Drug
	Cigar Newsstand

INTERVIEWER'S INITIALS _____